



BEAR



ORIGINATES and ANNOUNCES

an Amazing New Money Making Plan!

NEW PRECEDENT SHATTERING SALES PLAN

This is a From-Now-On program based upon three fundamental truths. 1. Wheels should be checked for alignment every 5,000 miles. 2. Brakes should be tested every 5,000 miles. 3. Headlights need adjustment every 5,000 miles.

That means that car owners should have these three things checked **TWICE A YEAR** (the average car is driven 10,000 miles per year). That fits perfectly into your Spring and Fall Check-up Drives.

The BIG 25" x 38" Wall and Window poster illustrated here gives you the **THEME** of Bear's new precedent shattering advertising. This will be supplemented with all types of direct mail and circular advertising for Bear Service Stations, to use in connection with their Spring Checkup Drive . . . All directed to

LIBERAL TIME PAYMENT PLAN

Easy, Painless Purchase Plan Puts You in This Big Profit Business

It really doesn't cost you a cent to buy Bear Equipment. Your profits **MORE** than pay the small monthly payments, soon pay back your low down payment! From then on, your Bear Equipment not only pays its own way but pays you a handsome profit every month besides! Before you say, you can't afford it, investigate the liberal painless purchase plan on Bear Testing and Correction Equipment.

NEW POSTER

now being furnished to Bear Service Stations illustrates the theme of Bear's new advertising for Bear Service Shops.

BRINGS YOU 30% MORE SPRING CHECKUP PROFIT

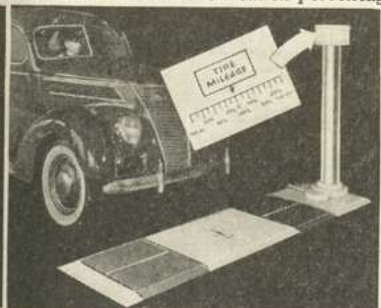
... From Every Customer!

In planning your Spring Checkup Drive consider these facts. Thirty per cent of the money spent by motorists for maintenance work is spent for Brake, Wheel and Axle service! All of this business is now going to **ONLY 10%** of the service shops! Naturally they're doing a land-office business—their profits on these services total **50%** or more of their total maintenance work sales. Naturally, they are the ones who will make the sweetest profits on Spring Checkup work. For not only will they get the

BRINGS 'EM IN FOR SPRING CHECKUP

TIRE SCUFF DETECTOR

Requires only a few seconds to make an accurate test of front and rear wheel alignment under roadlike conditions. Shows in fractions exact condition of alignment and indicates tire wear in percentages.



pounding home to your customers and prospects: **TWICE A YEAR, HAVE YOUR WHEELS, BRAKES, HEADLIGHTS TESTED, OR YOUR CAR ISN'T SAFE TO DRIVE.**

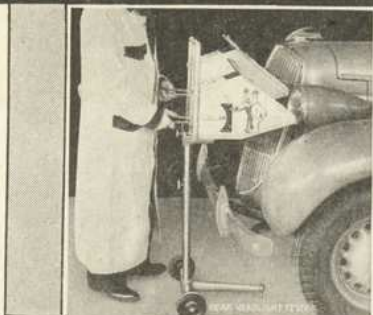
MAKE FREE HEADLIGHT TEST A LEADER FOR SPRING CHECKUP BUSINESS

Car owners never hesitate about having a Headlight test because they know it isn't going to cost much if adjustment is needed. That's why it's such a **BIG BUSINESS PULLER** . . . and once you start testing a car . . . it's easy to secure permission to make other tests.

The World's Largest Line of Automotive Correction Equipment includes Bear Wheel, Axle and Frame Alignment Units, Frame and Axle Straighteners, Wheel Balancer, Gauges and all other related equipment. Everything in correction equipment for the Shop, large or small.



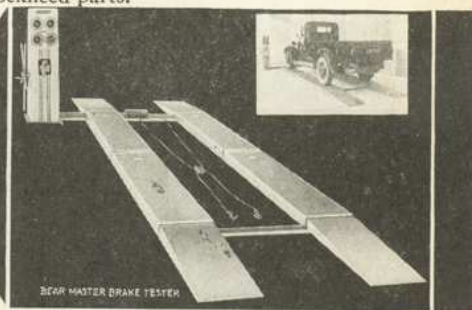
HEADLIGHT TESTER



Quickly and accurately shows exact aim of the beam, high or low at 25 feet. Employs a new principle of trapping high and low rays with dual ray selectors and registering them on screen. Checks bulb in focus with reflector and bulb strength. Does not require an engineer to operate.

HYDRAULIC BRAKE TESTER

Quickly performs either drive-on or hook-up tests. Indicates brake drag, loose brakes, glazed linings and all other brake defects. Gives individual readings for each brake. A hydraulic tester built of genuine Lockheed parts.



Brake, Wheel, Frame and Axle service jobs and the parts profits on pins, bushings, brake linings, etc., **BUT** these services will bring them **OTHER REPAIR JOBS BESIDES.**

You've still time to get your share of this practically competition free business—to take advantage of the **BEAR LIBERAL PAYMENT PLAN** AND THE **NEW BEAR SALES PROGRAM.**

MAIL THE COUPON TODAY for complete details and "how-to-do-it" information.

Bear Mfg. Co., Rock Island, Ill.

SEND FREE CATALOG OF BEAR EQUIPMENT AND COMPLETE DETAILS OF NEW MONEY MAKING PLAN.

Name _____

Address _____

City _____

State _____

BEAR Safety Equipment

BEAR MFG. CO., ROCK ISLAND, ILL.